

ABSTRACT

A method of facilitating interaction between a user and a computer system using a product item having an interface surface, the interface surface having disposed thereon or therein coded data including a plurality of coded data portions, each coded data portion being indicative of an identity of the product item, the interaction being mediated by a sensing device, wherein the method includes:

- (a) associating the sensing device with the user;
- (b) in the sensing device:
 - (i) sensing at least one coded data portion when the sensing device is placed in an operative position relative to the interface surface; and
 - (ii) generating, using at least some of the sensed coded data, indicating data indicative of the identity of the product item and an identity of the sensing device; and,
 - (iii) transferring the indicating data to a computer system;
- (c) in the computer system:
 - (i) receiving the indicating data;
 - (ii) generating, using the received indicating data:
 - (1) product identity data indicative of the identity of the product item;
 - (2) sensing device identity data indicative of the identity of the sensing device; and,
- (d) dissociating the sensing device and the user.